



Media Contacts:

Abbie Rumery
(310) 496-4456 (Office)
energyupgradela@allisonpr.com

Melinda Barrett
County of Los Angeles, Office of Sustainability
(323) 267-2022 (Office)
(323) 537-5520 (Cell)
mbarrett@isd.lacounty.gov

Energy Upgrade California in Los Angeles County Invites Community-Based Organizations to Raise Money and Help Reduce Energy Use

LOS ANGELES - July 1, 2011 - Energy Upgrade California in Los Angeles County has launched the “Energy Champions” program to help community-based organizations raise money by encouraging homeowners in their communities to make their homes more energy efficient. An Energy Champion organization can receive \$500 for each homeowner they introduce to the Energy Upgrade program who completes a home energy upgrade. Participating Energy Champions organizations will help to educate their members about the benefits of participating in the Energy Upgrade California program and encourage greater energy efficiency within the communities they serve.

Energy Upgrade California in Los Angeles County provides homeowners who make energy-saving home improvements with rebates and incentives of up to \$4,500. Through Labor Day 2011, however, the County of Los Angeles is offering an additional \$1,500, giving homeowners the opportunity to receive up to \$6,000 in rebates and incentives.

The Energy Champions program is currently accepting applications from nonprofit and faith-based organizations, K-12 public and private schools, homeowner associations, and chambers of commerce located within Los Angeles County. Organizations that become Energy Champions will encourage homeowners to participate in home energy upgrades with the goal of making their homes more energy efficient while saving money on utility bills, creating a more comfortable home, and benefiting the environment. Enrolled Energy Champions will receive training and resources to familiarize the organization with the specifics of on the Energy Upgrade California in Los Angeles County.

“Community education and participation are integral to creating a more energy efficient and sustainable county,” said Howard Choy, General Manager of the L.A. County Office of Sustainability. “With their deep ties to their communities, Energy Champions can play a key role in educating Los Angeles County residents about the benefits of the Energy Upgrade California program, while raising funds for their organizations. We think many organizations will appreciate the chance to promote a program that not only helps homeowners save money but also reduces the impact of high energy use on the environment.”

Organizations interested in becoming Energy Champions are invited to get more information and apply at <http://www.EnergyUpgradeCA.org/LAChampions>.

About Energy Upgrade California in Los Angeles County

Energy Upgrade California is a statewide home energy efficiency program for California homeowners and a collaboration among the California Energy Commission, the California Public Utilities Commission, utilities, local governments, and the private sector. Funding for the Energy Upgrade California in Los Angeles County program comes from multiple American Reinvestment and Recovery Act sources, including Los Angeles County's Energy Efficiency and Conservation Block Grant; U.S. Department of Energy's Better Buildings Program funding; and a California Energy Commission discretionary grant. Energy Upgrade California in Los Angeles County is administered and overseen by an alliance among L.A. County, Southern California Edison, and Southern California Gas Company. Los Angeles County is one of the first counties in California to roll out this program. Locally, county officials are coordinating with the utilities to provide homeowners with information on home energy upgrade benefits, financing, incentives, home energy ratings, and a list of participating contractors. For more information, homeowners can visit www.EnergyUpgradeCA.org/LACounty or call (877)785-2237.

###